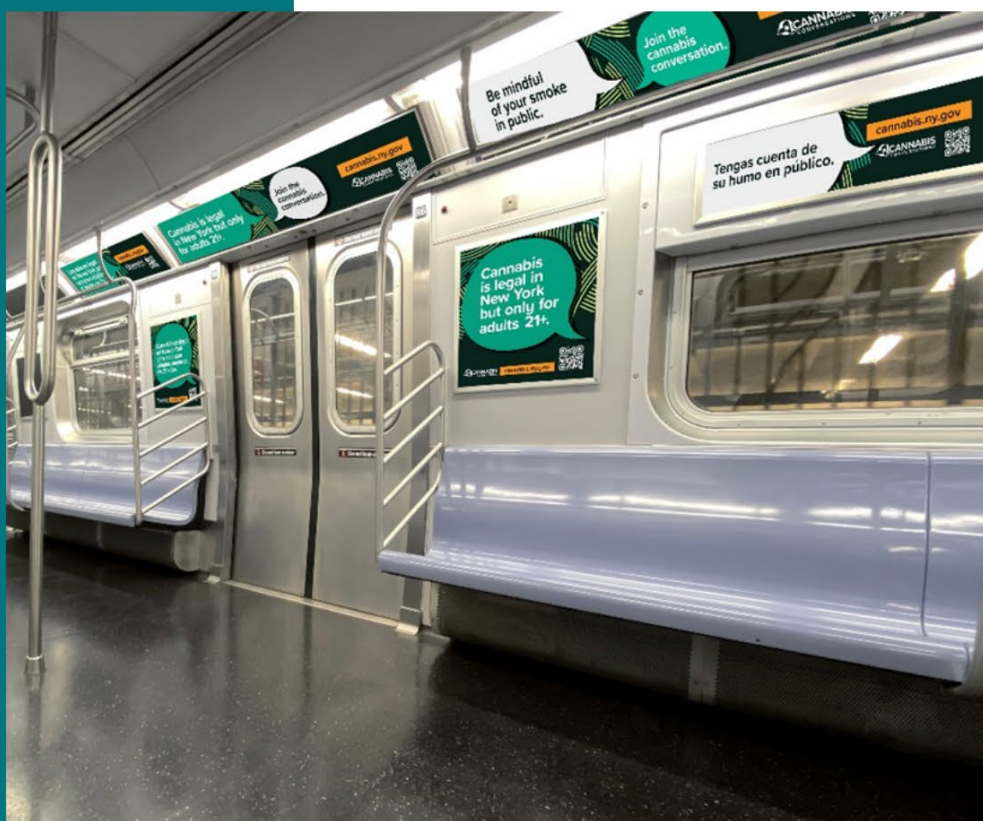


# CANNABIS CONVERSATIONS REPORT



Office of Cannabis  
Management

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# Letter From the Executive Director

Dear New Yorkers,

We have had many firsts at the Office of Cannabis Management (Office) over the last year.

We launched the Seeding Opportunity Initiative, our market opening strategy that relied upon family farmers across New York to begin growing the first adult-use cannabis. That crop is now being sold at dispensaries either owned by individuals with a cannabis conviction, by their close family members, or by nonprofits who support them.

As we launched this Initiative, we also took the step of undertaking our first public education campaign, *Cannabis Conversations*. It was clear through our initial discussions with New Yorkers that they had a lot to learn about cannabis and its legalization for adults 21 and older by the Marijuana Regulation and Taxation Act.

*Cannabis Conversations* aimed to answer their questions and make sure they have the facts. After decades of misinformation about cannabis, *Cannabis Conversation* set a new course for informing the public and for the role we in government can play in doing that. It began the construction of a shared public knowledge about the risks and benefits of cannabis use and the role the industry will play in offsetting harms caused by the disproportionate enforcement of cannabis prohibition.

At the Office, we take our role in educating the public seriously. It's not enough to just release a campaign; we want to look back and understand its impact. In the following pages, we'll share our findings with you as we constantly strive for transparency and to build a model others can follow.

Sincerely,

A handwritten signature in black ink, appearing to read "C. J. Alexander".

Chris Alexander

# Executive Summary

On March 31, 2021, the Marihuana Regulation and Taxation Act (MRTA) was signed into law, legalizing adult-use cannabis sales, possession, and use all while creating a comprehensive regulatory structure to oversee the licensure, cultivation, production, distribution, sale, and taxation of medical cannabis, adult-use cannabis, and cannabinoid hemp within New York State (NYS). The MRTA established the Office of Cannabis Management (Office) to implement this regulatory structure.

The legalization of adult-use cannabis represents a shift to a public health framework in NYS's cannabis policy, grounded in the principles of public health and safety, while prioritizing economic and social justice to repair the harms of cannabis prohibition. This report is issued pursuant to § 19 of the Cannabis Law which provides, in relevant part, that the Office in consultation with other State partners "...shall develop and implement a comprehensive public health monitoring, surveillance and education campaign regarding the legalization of adult-use cannabis and the impact of cannabis use on public health and safety. The public health and education campaign shall also include general education to the public about the cannabis law." (N.Y. CAN § 19).

On April 4, 2022, the Office launched NYS's first statewide cannabis public education campaign, *Cannabis Conversations*. With a goal of sharing information about the Office and the impact of Cannabis Law, the State invested \$5 million to reach New Yorkers across all regions with important messages about who can consume cannabis and where and how one can safely consume. Overall, the campaign earned over 135 million impressions,<sup>1</sup> over 300,000 clicks,<sup>2</sup> and prompted 22 million video completions.<sup>3</sup> An estimated additional 617 million exposures to messages were generated through non-digital placements, such as television, radio, and out-of-home placements. *Cannabis Conversations* sought to raise awareness among New Yorkers age 21 and older about cannabis legalization and its implications by disseminating accurate messages about cannabis consumption and safety considerations. While advertisements are important for broad reach, they are also limited in the information they can provide. Therefore, a key campaign goal was to drive the audience back to the Office website for additional content engagement with materials like fact sheets and frequently asked questions (FAQs).

## Purpose of the *Cannabis Conversations* Report

The Office learned from other states with regulated adult-use programs the importance of educating residents early about the law, specifically the legal age of possession, consumption, and legal public use, and targeting messages for priority populations such as young adults under 21 and pregnant people. This report presents an overview of the campaign, its development process, and includes recommendations for future cannabis public health, safety, and education campaigns and materials across jurisdictions.

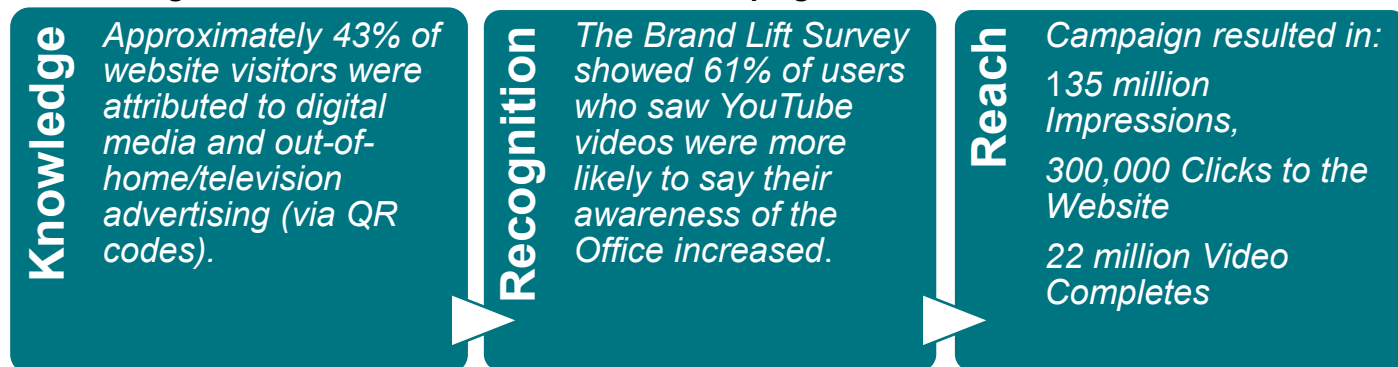
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<sup>1</sup> "Impression" is defined as the number of times an ad was loaded on a webpage.

<sup>2</sup> "Click" means a user utilizes a device, such as a mouse, to interact with an ad triggering an event, such as clicking through to a website. In the case of touch-screen devices, the user "clicks" by touching the active area with their finger or a stylus.

<sup>3</sup> "Video Completions" are defined as the number of times a video ad is played to the end. An event is logged once, and if the user restarts the clip, it's not counted again. Additionally, a completion will be logged even if the user skips some of the video, as long as the endpoint is played.

## Main Findings from the Cannabis Conversations Campaign



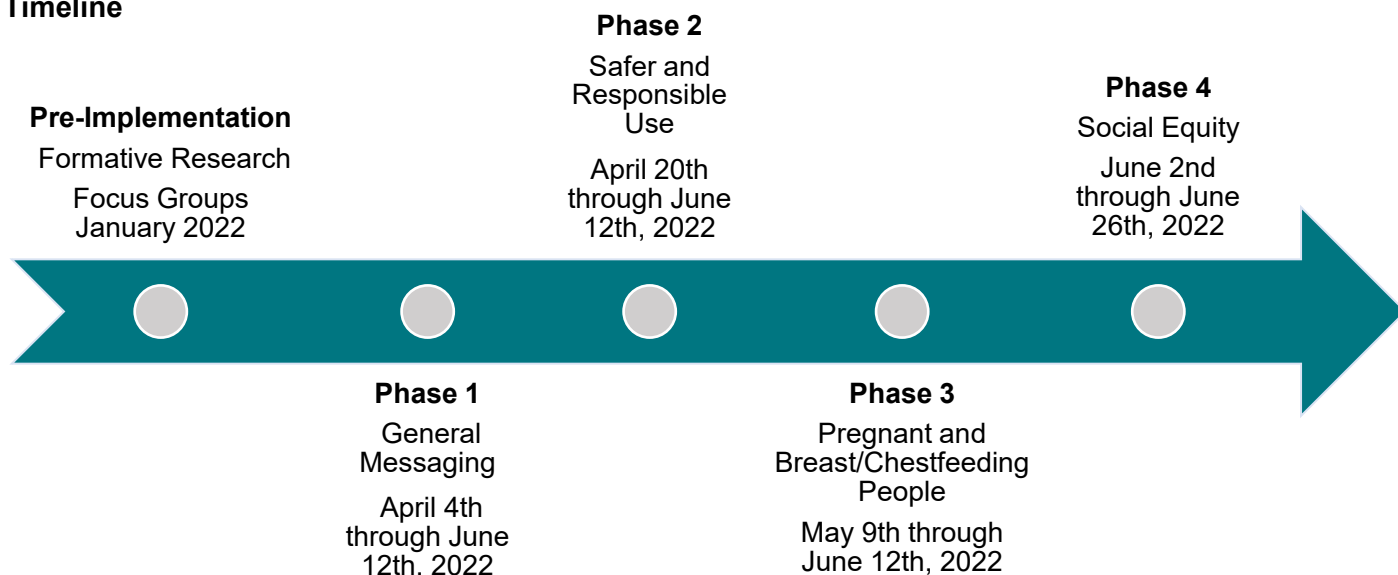
## Campaign Overview

The Office of Cannabis Management (Office) launched its inaugural public education campaign in April 2022, called *Cannabis Conversations*. The campaign was disseminated statewide to build awareness among New Yorkers about the Cannabis Law and included messages outlining what is legal (and what is not legal) as well as messaging around the public health and social equity goals of the legislation.

*Cannabis Conversations* ran in four phases, each with specific objectives:

Cannabis Conversations Phases	
Phase 1. Educate the public about the Cannabis Law, public consumption, and adult use 21+ only.	
Phase 2. Promote responsible cannabis consumption including not driving high and the safe storage of cannabis.	
Phase 3. Provide information about cannabis consumption while pregnant or breast/chestfeeding.	
Phase 4. Disseminate social equity goals for NYS cannabis.	

### Timeline



# Campaign Development

## Partnerships

The Office partnered with the Office of Media Services within the Office of General Services to develop the campaign branding and creative, OpAD Media, a MWBE firm, for media strategy and advertisement purchasing, and Whitman Insight Strategies for qualitative research and the facilitation of focus group testing of the campaign messages and creative. A budget of \$5 million was allocated to the campaign, primarily dedicated to purchasing media in New York State (NYS), one of the most expensive media markets in the world.

The Office received feedback from stakeholders to inform the development of campaign messages, including focus group participants that were generally representative of NYS's population, the NYS Department of Health, the Governor's Traffic and Safety Committee, and the NYS Office of Addiction and Support Services.

## Formative Research

The Office examined the creative assets, messages, and evaluations of public education campaigns from other states that have legalized adult-use cannabis. Main common themes included:

- Test campaign creative assets and messages with your population in all languages to be used in the campaign;
- Deliver evidence-based messaging in an unbiased fashion; and
- Focus on messaging related to what is legal, what is illegal, and safer and responsible consumption.

In January 2022, the Office kicked-off a virtual series of community engagement sessions across the State titled *Cannabis Conversations*. The sessions were hosted by the Cannabis Control Board Chair Tremaine Wright and the Office, with the purpose of sharing information about the MRTA and addressing community questions and comments related to legalization. Over 5,500 New Yorkers tuned in and over 200 questions were answered live. The areas of concerns raised during these community engagement sessions helped lay the foundation for the campaign and informed campaign messages.

Participants also reviewed draft advertisements and key messaging.

### Key Messages

1. The legal age to purchase, possess, and consume cannabis
2. Youth use and the specific risks young people face if they consume cannabis
3. Where cannabis consumption is allowed and where it is not allowed
4. Safer and responsible cannabis consumption: safe storage of cannabis and cannabis products
5. The risks of impaired driving
6. Increase awareness of the risks for pregnant and breast/chestfeeding individuals
7. Social equity goals of the law: criminal record expungement, priority licensure, and community reinvestment

## Focus Groups

Before the campaign was released, Whitman Insight Strategies conducted a series of focus groups to advise on the efficacy of the campaign creative assets and messaging. Partnering with a third-party for message testing was an essential step to reduce bias and leverage expertise in market research. By engaging with New Yorkers firsthand, the Office was able to better understand public attitudes and behaviors around cannabis and facilitate a rich evaluation of messaging to assess and improve impact and resonance.

The focus groups had the following objectives:

### Objectives

1. Understand perceptions and attitudes that New Yorkers have around the Cannabis Law.
2. Test the messaging, creative assets, and sentiment of the upcoming campaign.

A total of eleven focus groups were conducted with New Yorkers from across the State. The participant pool was recruited to represent geographic and demographic diversity. Individuals were recruited between 18-65 years of age with varied attitudes and perceptions around cannabis legalization, excluding those who expressed strong opposition to legalization to ensure a productive conversation. Four focus groups were conducted in Spanish with individuals whose preferred language and predominant language spoken at home is Spanish. Two focus groups were hosted with Black New Yorkers. The remaining five focus groups were not limited to a certain demographic.

All focus groups were hosted virtually, and moderators led groups through a pre-determined discussion guide focusing on knowledge, attitudes, and beliefs around cannabis.

Focus group discussions aimed to measure participant's:

- awareness of cannabis legalization and thoughts about adult-use cannabis legalization,
- feelings about the term “cannabis” and talking about cannabis in their social circles, and
- understanding of cannabis regulations and expectations of governmental responsibility.

### Focus Group Results

**Knowledge of the Law:** Among both English-language and Spanish-language speaking participants, there was a profound lack of awareness about what cannabis legalization means for everyday New Yorkers. Tangible changes have yet to take place in most participants' everyday experience and without direct policy communication and connection, it still did not feel real.

**A government agency makes it seem more real & valid.** Instead of hearing it as rumors, knowing the **government is involved** makes it seem like more of a reality.

In addition to the ripple effects of legalization, there was no awareness that the Office exists in NYS, but people acknowledged it ‘makes sense’ that there is an administrative and regulatory agency dedicated to the oversight of cannabis legalization.



**Using the Term “Cannabis”:** Cannabis was a new term for many and participants agreed it’s the correct term to use in Office communications and when referring to the plant. The unbiased, scientific term “cannabis” adds legitimacy and credibility to the messenger and message.

**Discussing Stigma:** New Yorkers found that cannabis can be a “taboo” and “stigmatized” topic in society and in their own social circles – particularly in intrafamily or professional conversations.

“When people find out you use, sometimes you **still get looked at funny.**”

“**There is still a stigma** that it’s a gateway drug. But it is helpful and has benefits, but people don’t always acknowledge that.”



“I would say it is **still stigmatized.** It is hard to **find people to talk to** when they are stuck in old beliefs.”

*Quotes from participants in focus groups*

**Social Equity:** Focus groups explored awareness, attitudes, and perceptions around the cannabis legal framework specifically as it pertains to Social Equity. Results show that there is a desire to ensure that people reflected in advertising represent the racial, ethnic, and age diversity of all New Yorkers. The use of multi-racial and ethnic voiceover and on-screen actors is crucial in reducing stigmas that exist in cannabis. Overall, there was desire for communications and tools that can help reduce this stigma and normalize conversations about cannabis.

For the Spanish language focus groups, amongst first generation immigrants, cultural identities and country of origin shaped perceptions around cannabis. While perceptions about cannabis prohibition were impacted, participants were still receptive to messaging about cannabis.



*Quotes from participants in Spanish language focus groups*



**Defining Social Equity:** New Yorkers had heard about the term “social equity” but not in the context of cannabis legalization. The term “equity” was most often recalled from its use in the finance sector, or an understanding of economic disparities as applied to geographic regions. Further clarification and education is needed about social equity in the context of cannabis regulation.

**Communicating Social Equity Goals:** After learning about legalization and efforts undertaken by the Office, many participants expressed a desire to learn about how cannabis legalization will benefit communities and individuals who have suffered the most under cannabis prohibition.

Among participants there was broad support for social equity in this space, but skepticism regarding implementation. There was concern that New York will be unable to avoid the failures of other states, such as substantial barriers to entry, and that social equity applicants will struggle without significant capital or due to competition from multi-state cannabis operators.

Institutional distrust influenced participants’ opinions of cannabis legalization and its ability to positively benefit communities disproportionately impacted by prohibition, particularly among Black New Yorkers. For example, how will government provide both access and the tools and resources for equity applicants to be successful? Where and how will tax revenue be allocated?

“

**Anybody who's tried to apply for grants or assistance from the government knows how complicated it is.** I'm very curious to see the kind of support that they will offer individuals who have never owned a business before. What kind of information will they need to be eligible for grants?

“

They're trying to make a valiant attempt at bridging some of the gaps of previous programs, but I don't know. **When the government gets involved in a lot of things it usually doesn't yield efficient and positive results.**

“

It all sounds nice, but if I've learned anything in my short years of life here, it's that **nothing is that easy when it comes to government.**

”

”

”

*Quotes from participants in Black New Yorkers and General population focus groups*

The Social Equity program, the Community Reinvestment Fund<sup>4</sup>, and expungement efforts from Cannabis Law are areas that resonated with participants—they wanted to learn more about them. Without the ability to hear people’s stories or see the impact of NYS’s social equity goals, these concepts, while championed, were difficult to trust and grasp.

Static ads (fixed text on a graphic) struggled to communicate social equity effectively and were not recommended by participants to be utilized in communications – there is nuance to these messages that static ads simply don’t have the depth to effectively convey. As a device, static doesn’t provide sufficient context or information to be deemed trustworthy or authentic. As a result, these ads were ultimately eliminated from the media buy and did not air as part of the campaign.

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<sup>4</sup> The Community Reinvestment Fund is the allocation of grants for non-profit and community-based organizations in communities disproportionately impacted by cannabis prohibition.

## Focus Group Creative Asset Testing

The following focus group findings were collected after testing focus group participants' reactions to the initial creative and campaign assets developed for *Cannabis Conversations*.

- The creative assets tested for the *Cannabis Conversations* campaign exceeded expectations. The creative assets provided a neutral platform to present the facts and were not seen as polarizing even to those who were personally opposed to recreational legalization.
- Given most participants' desire to feel more comfortable talking about cannabis, *Cannabis Conversations* presented a compelling platform from which the Office could communicate the issues.
- The speech bubble design as a creative asset device was especially effective. That said, there was stronger affinity toward videos with voiceover. Voiceover helped to capture attention without having to focus on the screen.
- The use of statistics within the Social Equity ad was a compelling device to captivate the viewer and spark interest in listening to the message.
- Participants expected the *Cannabis Conversations* website to "further the conversation." The .gov website provided further credibility and legitimacy to the Office as a messenger.
- While the overall *Cannabis Conversations* campaign was well received, the focus groups helped to illuminate opportunities for optimization before campaign launch and shape media placements based on messages that resonated the most or least.

## Methods

The Office partnered with OpAD Media using an omnichannel approach<sup>5</sup> to purchase advertising space across digital, broadcast, and out-of-home placements. (*For examples of campaign assets, see Appendices 1 and 2*). Certain messages were more targeted to certain populations such as messaging around pregnancy were targeted to pregnant people.

Overall, the campaign earned over 135 million impressions,<sup>6</sup> over 300,000 clicks,<sup>7</sup> and prompted 22 million video completions.<sup>8</sup> An estimated additional 617 million exposures to messages were generated through non-digital placements, such as television, radio, and out-of-home placements. The campaign cost approximately \$5 million dollars, with 32% allocated to digital and social advertisements, where messages had the most tailored reach (see Appendices 3 and 4).<sup>9</sup>

Once advertisements were initially submitted to media agencies, the Office had to work through discussions to grant approval as many platforms have specific AI or policies that flag cannabis related content. A few platforms refused to air cannabis content. Others required minor changes to conform with their company's substance use policies.

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<sup>5</sup> Omnichannel advertising uses multiple channels to reach consumers through paid media.

<sup>6</sup> "Impression" is defined as the number of times an ad was loaded on a webpage.

<sup>7</sup> "Click" means a user utilizes a device, such as a mouse, to interact with an ad triggering an event, such as clicking through to a website. In the case of touch-screen devices, the user "clicks" by touching the active area with their finger or a stylus.

<sup>8</sup> "Video Completions" are defined as the number of times a video ad is played to the end. An event is logged once, and if the user restarts the clip, it's not counted again. Additionally, a completion will be logged even if the user skips some of the video, as long as the endpoint is played.

<sup>9</sup> "Reach" is defined as the estimated number of unique users who saw an ad during the reporting period. The estimate is based on a count of unique cookies that are associated with impressions during the reporting period.

## Digital Strategy

The majority of digital advertising was disseminated on social media. Social media platforms allow for a greater reach of individual New Yorkers and for the ability to scale or adjust messages and creative assets based on their performance. Social media also connected the Office directly to New Yorkers and allowed for continued engagement with our audience. Facebook and Instagram accounted for 60% of social media placements, followed by Snapchat and Twitter at 20% each.

The remaining share of digital advertising space included placements on streaming services, streaming video, streaming audio, webpage display banners, and digital search results.

Utilizing third-party vendors for digital advertising and creative micro-targeting of messages about youth use and pregnant and breast/chestfeeding people allowed for direct engagement with those priority audiences. For example, websites that cater to parenting content had pop-up advertisements or yes and no questions that would survey about key pregnancy and breast/chestfeeding messages.

## Broadcast Strategy

Video and audio ads in 30-second and 15-second increments were placed on broadcast television and radio platforms across all 10 regions of the State. Advertisement spots were selected for broad reach and ran multiple times per day on certain networks throughout the campaign.

Event programming coincided with the launch of the Social and Economic Equity message during the NBA Finals which aired in multiple regions.

## Out-of-Home Strategy

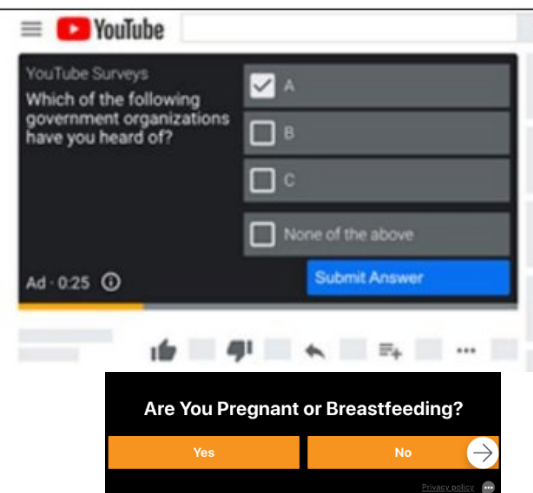
To reach the target audience of New Yorkers over the age of 21 at multiple touch points through out-of-home advertisements, the following media forms were utilized:

- **Transit:** Staten Island Ferry, New York City Subway, and buses in New York City, Albany, and Rochester
- **Place-based:** Convenience stores and refrigerator cooler clings, gas pumps, and bus tails
- **Billboards:** Static and digital billboards in locations across the state
- **Malls:** Banners hung in regions where additional presence was recommended.

This strategy was key to reaching relevant populations in combination with a digital presence. For example, convenience stores had the ability to reach cannabis consumers purchasing rolling papers or other smoking accessories. The “Don’t Drive High” messages were placed at gas stations to support prevention education messages about impaired driving.

## Brand Lift Study and Ad Surveys

A brand lift study is a marketing tool used to measure awareness and performance of a brand or campaign. Brand lift studies ran on YouTube between video play ads to assess name recognition of the Office of Cannabis Management and recall of any *Cannabis Conversations* ads.



The survey ran after 930,000 ad impressions and we received 4,150 survey responses answering whether they saw the ad or not. Of those responses, 87.5% were likely to remember the name of the Office after responding.

Brand lift studies also help optimization of a campaign by measuring how much more room for awareness the Brand or campaign can reach. Compared to an average benchmark of 10% in healthcare, the Office was found to have 11% room for growth.

The campaign also utilized high-impact units to further engagement with ads by using questions. They allowed us to engage populations of interest, such as pregnant individuals, using true and false questions.

## Results

### General Highlights

- The campaign delivered over 135 million impressions driving over 300,000 clicks to the Office website and over 38,000 social engagements (see Appendices 5 and 9). An estimated additional 617 million exposures to messages were generated through non-digital placements, such as television, radio, and out-of-home placements.
- New Yorkers who visited the Office's website were engaging with the content, evident in the campaign's strong average website session duration<sup>10</sup> of 43 seconds (see Appendix 6). The landing page requires approximately 30 seconds to read through and average durations across the industry tend to be closer to 10-15 seconds. Individuals clicked through multiple pages on the website.
- The campaign included QR codes on certain advertisements on mass transit, in convenience stores, and at gas stations to drive New Yorkers to the Office's website. Nearly 18,000 website sessions were initiated via those added QR codes, with an average website session duration rate of one minute. The session duration rate generated by the QR codes was stronger than the average session duration rate achieved by the digital media channels of the campaign (42 seconds, see Appendix 6).
- Across all digital media channels, impressions led to over 295,000 website sessions with an average website session duration of 42 seconds (see Appendix 6). Search ads prompted the longest session duration at 1 minute and 38 seconds while streaming services prompted the

<sup>10</sup> "Website Session" is defined as a single visit to a website with one or more pageviews or other interactions. The default session timeout is 30 minutes. If someone is inactive on a website for over 30 minutes, then a new session will be reported if they perform another interaction. "Average Website Session Duration" is the average length of time users spend on a website.

shortest session duration at 19 seconds. Social media ads prompted the largest number of website sessions compared to other digital channels.

### Highlights by Key Messages

- The 30-second general messaging ad was aired over the duration of the campaign and therefore drove the highest number of video completes (see Appendix 5).
- Among the key message topics, impaired driving and youth use messaging had top performing video completion rates (VCR)<sup>11</sup> across the different digital channels (see Appendices 9 to 13).
- Both the public consumption and social equity messages drove the strongest click through rates (CTR)<sup>12</sup> in social media ads (see Appendix 9), while pregnancy and breast/chestfeeding messages had the highest CTR in display banner ads (see Appendix 13).
- The Social Equity social media messaging drove a social engagement rate<sup>13</sup> more than three times nearly all other creative assets (0.116% compared to a range of 0.019% to 0.040% for other messages, see Appendix 9).

## Recommendations

Based on the success of *Cannabis Conversations* and lessons learned from focus groups, there is a clear need for ongoing public education campaigns from the Office. The following recommendations should be considered as the Office continues to develop and tailor educational campaigns and public communication efforts to educate New Yorkers.

### Media Considerations

- Leverage value-added interactive content into paid advertising and seek opportunities for earned media. The Office incorporated a brand lift study on YouTube that helped gauge familiarity of the Office among the general public.
- Utilize QR codes in campaign materials – both print materials and campaign ads – to increase accessibility and opportunities for message and agency engagement.
- Shorten video length. When rolling out multiple messages online, there is opportunity to strategically layer messages based on high rates of frequency per user throughout the campaign. Shorter videos lasting 6 or 15 seconds, particularly on social media, help drive different messages to the same individuals.
- Launch campaigns before or directly after policy or regulatory changes. Launching *Cannabis Conversations* as soon as possible was critical to address the confusion among New Yorkers since nearly one year had lapsed from the passage of the MRTA to when the Office was able to launch a public campaign.

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<sup>11</sup> “Video Completion Rate” (VCR) is defined as the percentage of impressions that result in users reaching the end of a video, calculated as: # Video Completes / # Impressions x 100.

<sup>12</sup> “Click-Through Rate” (CTR) is defined as the percentage of impressions that result in users clicking an ad, calculated as: # Clicks / # Impressions x 100.

<sup>13</sup> “Social Engagements” include users taking action on social media platforms such as likes, comments, follows, etc. “Social Engagement Rate” is calculated as the # Social Engagements / # Impressions x 100.

## **Navigating Media Restrictions Around Cannabis**

- Despite the fact that cannabis has been legalized in NYS and that the purpose of public service announcements is to educate and inform the public, the Office continues to encounter barriers in the complex space for advertisements related to cannabis. Federal restrictions on cannabis advertisements impacted media purchasing and placements on all platforms including social, digital, radio, and broadcast media.

## **Considerations for Other States**

- Start public awareness campaigns and data collection prior to the passage of laws and policies around cannabis.
- Plan for discussion with media buyers related to cannabis content. This may mean some ad agencies deny the content or request specific changes and this takes some time – factor this into timelines.
- Conduct focus groups both before the creation of assets to understand knowledge gaps and help tailor messaging and after assets are created to help optimize campaign materials.
- Conduct focus groups in each language you plan to include in your state's campaign. Note that translations may also need to be tailored to ensure they best meet your audience and to maximize cultural competency.
- For population-specific public education campaigns, conduct focus groups with cohorts of the specific population of interest (e.g., parents, adolescents, older adults).
- Engage with other agencies and their subject matter experts as your state's campaign develops and look for opportunities to work with other stakeholders to amplify campaign messages, generating earned media.
- Coordinate with other agencies and their subject matter experts on timeline as your state's campaign develops to avoid duplicative efforts or competing messaging.
- Fund public awareness campaigns adequately to best educate and empower communities during the transition into a regulated cannabis marketplace.
- Considering the novelty of the information and the length of time it takes to roll out the marketplace, multiple deployments or longer campaigns could be beneficial to keep the information circulating.
- Do not underestimate the demand for print materials on a broad array of topics related to cannabis. Campaigns can budget for printing expenses as well as post and disseminate digital copies on the agency website for other stakeholders to print and distribute.
- Including statistics in an ad – especially when their findings are as compelling as was the case with the social equity advertisement – helps to tell the story and moves people.

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## Campaign Creative Assets

### Appendix 1: Creative Assets by Key Message

#### Key Message

The legal age to purchase, possess, and consume cannabis



#### Key Message

Youth use and the specific risks young people face if they consume cannabis



### Key Message

Where cannabis consumption is allowed and where it is not allowed



### Key Message

Safer and responsible cannabis consumption: safe storage of cannabis and cannabis products





## Key Message

The risks of impaired driving



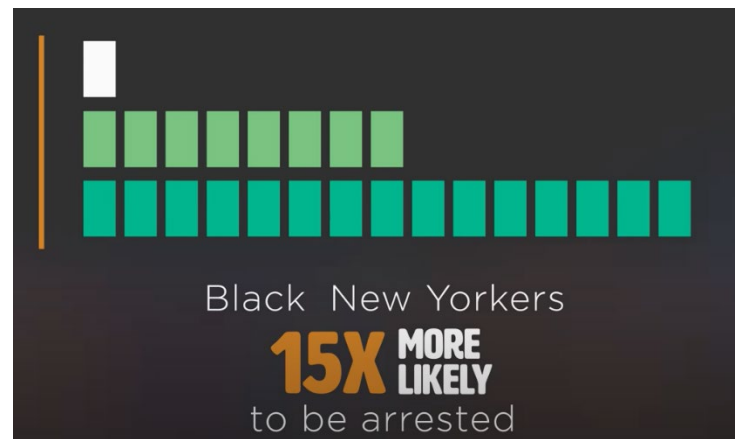
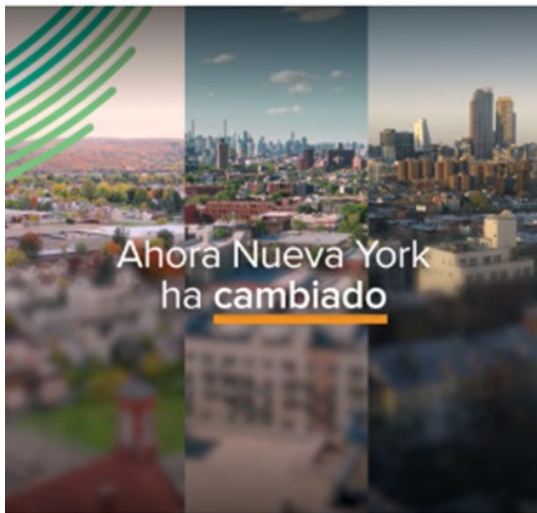
## Key Message

Increase awareness of the risks for pregnant and breast/chestfeeding individuals



## Key Message

Social equity goals of the law: criminal record expungement, priority licensure, and community reinvestment



## Appendix 2: Links to Cannabis Conversations Ads Available on YouTube

Ad	YouTube Link
Office Cannabis Conversations 30 Second (English)	<a href="https://www.youtube.com/watch?v=IYaGZfhjYE&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=7">https://www.youtube.com/watch?v=IYaGZfhjYE&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=7</a>
Office Cannabis Conversations 30 Second (Spanish)	<a href="https://www.youtube.com/watch?v=vuEUF1XB0YA&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=8">https://www.youtube.com/watch?v=vuEUF1XB0YA&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=8</a>
Using Cannabis in Public 15 Second (English)	<a href="https://www.youtube.com/watch?v=j6Mqggaanj0&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=9">https://www.youtube.com/watch?v=j6Mqggaanj0&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=9</a>
Using Cannabis in Public 15 Second (Spanish)	<a href="https://www.youtube.com/watch?v=KDKoc0LVrq8&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=10">https://www.youtube.com/watch?v=KDKoc0LVrq8&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=10</a>
Cannabis and Youth 15 Second (English)	<a href="https://www.youtube.com/watch?v=8G66DBtBOYc&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=11">https://www.youtube.com/watch?v=8G66DBtBOYc&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=11</a>
Cannabis and Youth 15 Second (Spanish)	<a href="https://www.youtube.com/watch?v=kuGe5AVgdN8&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=13">https://www.youtube.com/watch?v=kuGe5AVgdN8&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=13</a>
Cannabis and Safe Storage 15 Second (English)	<a href="https://www.youtube.com/watch?v=ibs-bZAg2tM&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=16">https://www.youtube.com/watch?v=ibs-bZAg2tM&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=16</a>
Cannabis and Safe Storage 15 Second (Spanish)	<a href="https://www.youtube.com/watch?v=ONhgAaUjoDI&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=18">https://www.youtube.com/watch?v=ONhgAaUjoDI&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=18</a>
Cannabis and Impaired Driving 15 Second (English)	<a href="https://www.youtube.com/watch?v=O3F-Yfgwylg&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=21">https://www.youtube.com/watch?v=O3F-Yfgwylg&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=21</a>
Cannabis and Impaired Driving 15 Second (Spanish)	<a href="https://www.youtube.com/watch?v=JxhRh9CoPSA&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=23">https://www.youtube.com/watch?v=JxhRh9CoPSA&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=23</a>
Cannabis Conversations Pregnant or Nursing 15 Second (English)	<a href="https://www.youtube.com/watch?v=IYATIs9N4nc&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=26">https://www.youtube.com/watch?v=IYATIs9N4nc&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=26</a>
Cannabis Conversations Pregnant or Nursing 15 Second (Spanish)	<a href="https://www.youtube.com/watch?v=jJUYfNUsi9Q&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=27">https://www.youtube.com/watch?v=jJUYfNUsi9Q&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=27</a>
Cannabis and Social Equity 30 Second (English)	<a href="https://www.youtube.com/watch?v=DuHiJkOqozg&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=28">https://www.youtube.com/watch?v=DuHiJkOqozg&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=28</a>
Cannabis and Social Equity 30 Second (Spanish)	<a href="https://www.youtube.com/watch?v=7ieLfQy5ODM&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=29">https://www.youtube.com/watch?v=7ieLfQy5ODM&amp;list=PLkA6fwCcLgWIItwQH8UyusvMrHU-i0bKc&amp;index=29</a>

## Campaign Budget

### Appendix 3: Total Spend by Medium

Medium	Spend	% of Total Spend
Television	\$1,787,397.17	36.6%
Digital	\$1,545,470.79	31.7%
Out-Of-Home	\$786,776.62	16.1%
Radio	\$759,756.41	15.6%
<b>Total</b>	<b>\$4,879,400.99</b>	

### Appendix 4: Total Digital Spend by Digital Media Channel

Digital Media Channel	Spend	% of Digital Spend
Display Banner	\$65,017.13	4.2%
Search	\$38,860.01	2.5%
Social Media	\$711,083.40	46.0%
Streaming Audio	\$203,004.97	13.1%
Streaming Services	\$286,752.84	18.6%
Streaming Video	\$240,752.44	15.6%
<b>Total</b>	<b>\$1,545,470.79</b>	

## Digital Campaign Metrics

### Appendix 5: Digital Media Engagements Delivered by Phase and Message of the Campaign

Phase and Message	Impressions		Clicks		Click Through Rate (CTR)	Video Completes
Phase 1 (General Messaging)	78,703,674	58.0%	218,023	69.6%	0.28%	12,074,998
Phase 2 (Safe and Responsible Use)	31,643,184	23.3%	38,176	12.2%	0.12%	6,830,446
Phase 3 (Pregnancy and Breast/Chestfeeding)	6,563,894	4.8%	15,771	5.0%	0.24%	440,949
Phase 4 (Social and Economic Equity)	18,914,500	13.9%	41,181	13.2%	0.22%	2,514,103
<b>Total</b>	<b>135,825,252</b>		<b>313,151</b>		<b>0.23%</b>	<b>21,860,496</b>

## Appendix 6: Website Sessions and Duration by Digital Media Channel.

Digital Media Channel	Website Session	Website Session Duration
Display Banner	17,808	0:21
Search	74,703	1:38
Social Media	192,269	0:23
Streaming Audio	3,388	0:35
Streaming Services	913	0:19
Streaming Video	6,141	0:39
<b>Total</b>	<b>295,222</b>	<b>0:42</b>

## Appendix 7: Digital Media Engagements by Week of the Campaign

Week of Campaign	Phases Delivered				Impressions		Clicks		Video Completes	
4-Apr-22	1				6,547,795	4.8%	19,810	6.3%	1,369,158	6.3%
11-Apr-22	1				6,968,397	5.1%	20,662	6.6%	1,403,923	6.4%
18-Apr-22	1	2			11,146,180	8.2%	26,650	8.5%	2,279,494	10.4%
25-Apr-22	1	2			13,632,561	10.0%	28,659	9.2%	2,405,594	11.0%
2-May-22	1	2			11,138,767	8.2%	24,255	7.7%	1,462,272	6.7%
9-May-22	1	2	3		15,038,586	11.1%	29,431	9.4%	2,716,378	12.4%
16-May-22	1	2	3		13,941,505	10.3%	30,760	9.8%	2,246,915	10.3%
23-May-22	1	2	3		13,497,333	9.9%	28,849	9.2%	1,648,088	7.5%
30-May-22	1	2	3	4	15,352,922	11.3%	31,901	10.2%	2,456,866	11.2%
6-Jun-22	1	2	3	4	13,862,398	10.2%	29,987	9.6%	2,027,050	9.3%
13-Jun-22	1	2	3	4	7,218,901	5.3%	20,598	6.6%	1,040,444	4.8%
20-Jun-22	1			4	7,479,907	5.5%	21,589	6.9%	804,314	3.7%
<b>Total</b>	<b>12</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>135,825,252</b>		<b>313,151</b>		<b>21,860,496</b>	

## Appendix 8: Digital Media Engagements by Language

Language	Impressions		Clicks		Video Completions	
English	89,205,324	65.7%	194,590	62.1%	16,334,932	74.7%
Spanish	46,619,928	34.3%	118,561	37.9%	5,525,564	25.3%
<b>Total</b>	<b>135,825,252</b>		<b>313,151</b>		<b>21,860,496</b>	

## Campaign Metrics by Digital Media Channel

### Appendix 9: Social Media Creative Performance by Message

Phase	Message	Impressions	Clicks	CTR	Video Completes	VCR	Social Engagements	Social Engagement Rate
1	General	44,827,274	106,720	0.24%	4,278,321	9.5%	11,708	0.026%
	Youth Use	8,780,500	20,619	0.23%	722,787	8.2%	2,220	0.025%
	Public Use	5,393,276	16,696	0.31%	406,826	7.5%	2,130	0.039%
2	Impaired Driving	12,154,228	21,706	0.18%	1,409,939	11.6%	2,564	0.021%
	Safe Storage	6,654,776	10,096	0.15%	720,256	10.8%	2,673	0.040%
3	Pregnancy	3,513,585	5,891	0.17%	440,949	12.5%	677	0.019%
4	Social Equity	13,999,134	40,002	0.29%	646,172	4.6%	16,284	0.116%
	<b>Total</b>	<b>95,322,773</b>	<b>221,730</b>	<b>0.23%</b>	<b>8,625,250</b>	<b>9.0%</b>	<b>38,256</b>	<b>0.040%</b>

### Appendix 10: Streaming Video Creative Performance by Message

Phase	Message	Impressions	Video Completes	VCR
1	General	12,032,619	2,583,389	21.47 %
	Youth Use	1,500,483	806,310	53.74 %
	Public Use	907,118	478,797	52.78 %
2	Impaired Driving	1,786,815	973,436	54.48 %
	Safe Storage	920,177	485,672	52.78 %
4	Social Equity	2,084,730	841,760	40.38 %
	<b>Total</b>	<b>19,231,942</b>	<b>6,169,364</b>	<b>32.08 %</b>

### Appendix 11: Streaming Audio Creative Performance by Message

Phase	Message	Impressions	Clicks	CTR
1	General	2,401,854	1,066	0.044%
	Youth Use	1,245,340	509	0.041%
2	Impaired Driving	1,596,075	597	0.037%
4	Social Equity	1,773,479	445	0.025%
	<b>Total</b>	<b>7,016,748</b>	<b>2,617</b>	<b>0.037%</b>



## Appendix 12: Streaming Services Creative Performance by Message

Phase	Message	Impressions	Video Completes	VCR
1	General	4,289,673	4,083,675	95.20 %
	Youth Use	854,472	833,244	97.52 %
	Public Use	385,958	374,752	97.10 %
2	Impaired Driving	384,383	373,469	97.16 %
	Safe Storage	385,775	374,571	97.10 %
4	Social Equity	1,057,157	1,026,171	97.07 %
	<b>Total</b>	<b>7,357,418</b>	<b>7,065,882</b>	<b>96.04 %</b>

## Appendix 13: Display Banner Creative Performance by Message

Phase	Message	Impressions	Clicks	CTR
1	General	861,814	1,270	0.15%
	Youth Use	4,130,006	4,354	0.11%
3	Pregnancy	4,393,174	12,956	0.29%
	<b>Total</b>	<b>9,384,994</b>	<b>18,580</b>	<b>0.20%</b>